The Effect Of Green Tourism Marketing On Green Trust To Increase Green Purchase Intention Ecotourism Destination Study

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ABSTRACT

Tourism is a rapidly growing sector of the global economy. The tourism sector contributes significantly to a nation's foreign exchange earnings. On the other hand, the development of the tourism sector has both positive and negative impacts on culture, socio-cultural life, and demographic conditions. This study focuses on green tourism marketing, green trust, and green purchase intention, particularly for ecotourism destinations. The research is located in Greater Bandung, specifically at Taman Hutan Raya Ir. H. Djuanda in Bandung Regency, chosen because Greater Bandung recorded a high number of domestic tourist visits, totaling 6.8 million in 2022. Therefore, the research aims to analyze (1) the effect of green tourism marketing on green trust, (2) the effect of green tourism marketing on green purchase intention, (3) the effect of green trust on green purchase intention, and (4) the effect of green tourism marketing on green purchase intention through green trust. The research method is quantitative, with data collected through questionnaires from a sample of 130 people. Data analysis was conducted using the SmartPLS 4.0 application. The results indicate that (1) green tourism marketing significantly affects green trust, (2) green tourism marketing significantly affects green purchase intention, (3) green trust significantly affects green purchase intention, and (4) green tourism marketing significantly affects green purchase intention through green trust.

INTRODUCTION

Tourism is a part of the global economy that is experiencing rapid growth. According to data from Bank Indonesia, the tourism sector has a significant impact on Indonesia's foreign exchange earnings. Tourism has provided an effective boost to the economy, largely influenced by Indonesia's abundant natural resources (Hasibuan et al., 2023). On the other hand, the growth of the tourism sector also leads to environmental damage and the erosion of local

cultures. According to Widari Ayu Diyah Sri (2022) interactions between tourists and local communities affect demographic structures, social life, and cultural traditions. Therefore, regular monitoring is necessary to ensure that local traditions remain preserved.

As a response to the challenges in the tourism sector, the concept of green marketing, or eco-friendly tourism, has emerged as a solution. Green marketing promotes environmentally friendly and sustainable tourism practices. According to Puspitasari et al., (2021) marketing approaches based on environmental conservation represent a new idea in the field of marketing, aimed at satisfying consumers while also increasing business profits. The green marketing concept can be applied across various sectors, particularly tourism. Within tourism, the concept of green tourism marketing is increasingly being promoted.

Green tourism marketing is a marketing strategy focused on sustainable tourism development. It is designed to preserve biodiversity and support rehabilitation efforts. Green tourism adheres to principles that prioritize natural and social resources. High levels of interaction between tourists and the environment are expected to create meaningful and sustainable experiences. The success of the green tourism concept is influenced by several factors: (1) enhancing local business engagement, diversity, and competitiveness in tourism destinations, (2) encouraging local businesses by involving the local community, (3) contributing to the increase of Regional Original Revenue (PAD), (4) driving investment in the tourism sector, and (5) integrating tourism ecosystems with social, cultural, economic, and environmental aspects (Ikhtiagung & Utami, 2020).

One of the key factors in marketing success is consumer trust. Green trust focuses on consumer confidence in the sustainability and environmental claims made by tourism providers or destinations. According to Lestari et al., (2020) trust influences consumers' decisions to purchase products or use services that prioritize environmental conservation and safety. Several external and internal factors motivate visitors to choose a tourism destination, including facilities, affordable prices, and staff hospitality (Suryantari et al., 2023).

Consumer trust in products or services affects both purchase intention and repeat purchase behavior. In the context of ecotourism, this refers to tourists' preference for destinations or services that are perceived as environmentally friendly and aligned with sustainability goals. According to Keni et al., (2020) green purchase intention is the consumer's willingness to visit a destination based on environmental considerations. Various components of a tourism destination influence tourist satisfaction. According to Mulyana & Er Meytha Gayatri (2022) factors such as attractiveness, accessibility, and facilities impact customer satisfaction. Indonesia is one of the countries with high tourism appeal, featuring numerous ecotourism destinations such as Bali, Lombok, and Bandung.

The Greater Bandung area is a popular tourist destination. Based on data collected by the Bandung City Department of Culture and Tourism, the number of tourist visits to Bandung reached 6.8 million in 2022, comprising both domestic and international visitors, with domestic tourists dominating the numbers. The Ir. H. Djuanda Grand Forest Park (Tahura) was selected as the research site due to its reputation as one of the most well-known ecotourism destinations in Bandung.

Figure 1 Number Of Tourist Visits To Bandung
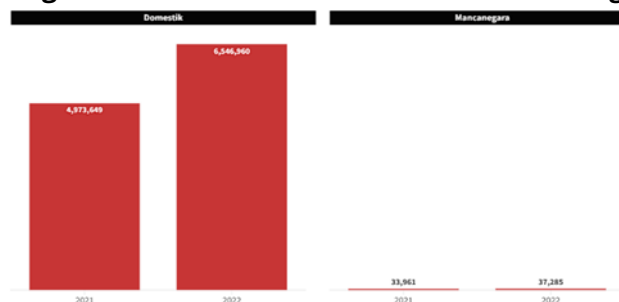
Source: data.bandung.go.id

Research conducted by Sri Rahayu, Hikmatul Aliyah, (2022) indicates that components of green marketing, such as green products, green promotion, and green pricing, influence tourists' decisions to visit a destination.

However, in this study, environmental awareness was found to have no direct impact on the purchase of eco-friendly tourism products. This research differs from previous studies by incorporating different variables, specifically green tourism marketing, green trust, and green purchase intention.

Based on the background above, the research questions are as follows: (1) how does green tourism marketing influence green trust?, (2) how does green tourism marketing influence green purchase intention?, (3) how does green trust influence green purchase intention?, and (4) how does green tourism marketing influence green purchase intention through green trust?. Accordingly, the objectives of this research are: (1) to analyze the influence of green tourism marketing on green trust, (2) to analyze the influence of green tourism marketing on green purchase intention, (3) to analyze the influence of green trust on green purchase intention, and (4) to analyze the influence of green tourism marketing on green purchase intention through green trust.

LITERATURE REVIEW

Green Tourism Marketing

Research conducted by Sri Rahayu, Hikmatul Aliyah (2022) highlights that green tourism marketing is one of the outcomes of green marketing. This approach aims to reduce the negative environmental impacts caused by production processes. Green marketing products are characterized by recyclability, durability, low emissions, and energy efficiency. Additionally Sri Rahayu, Hikmatul Aliyah (2022) state that green tourism marketing adheres to environmentally consistent principles. It is expected to facilitate intensive interactions between nature and tourists, ultimately providing visitors with meaningful experiences.

Green Trust

Green trust is rooted in consumer recognition of eco-friendly products or services. Consumers perceive that green products and services contribute to improving quality while reducing environmental risks (Vika et al., 2021). Afendi (2019) further explains that green trust refers to a consumer's decision to trust or rely on a product that considers environmental sustainability. Trust is built upon credibility, goodwill, and expertise in environmental performance.

Green Purchase Intention

According to Amallia et al. (2022) green purchase intention is the willingness to buy a product or service based on environmental considerations when compared to conventional alternatives. Hartanto et al. (2023) add that purchase intention towards eco-friendly products is influenced by consumer attitudes. The key factors affecting green purchase intention include functional value, conditional value, and green brand knowledge.

Hipotesis

1. H1   : Green tourism marketing has an effect on green trust.
   Green tourism marketing influences green trust green tourism marketing in the tourism sector focuses on environmental sustainability, which can impact customer trust in visiting a destination. Penelitian yang dilakukan oleh Sri Rahayu, Hikmatul Aliyah (2022) indicates that green marketing positively affects trust and interest in visiting a destination, regardless of visitors' prior knowledge of the location.
2. H2   : Green tourism marketing has an effect on green purchase intention.

Green tourism marketing influences green purchase intention previous studies have found that green marketing positively influences consumer behavior. Research by Febriani Febriani (2019) shows that green marketing has a significant positive effect on green purchase intention. Since green tourism marketing is part of green marketing, it is expected to yield similar positive and significant results.

3. H3 : Green Trust influences green purchase intention green trust

    Green trust influences green purchase intention green trust represents the level of consumer confidence in a product. Research by Dewi Rakhmawati, Astrid Puspaningrum (2019) reveals that green trust positively affects green purchase intention. Consumer trust directly influences the quantity of products purchased.

4. H4 : Green tourism marketing influences green purchase intention through green trust

    Green tourism marketing impacts consumers' interest in visiting tourism destinations, which is further influenced by their level of trust. This aligns with Febriani (2019) findings, which suggest that environmentally friendly marketing techniques increase consumer interest, supported by tourists' trust in the destination.

METHODS

This research employs a quantitative method. The quantitative method is based on the philosophy of positivism. This method is used to examine specific samples or populations. It utilizes statistical techniques to collect data based on research studies (Ummul Aiman et al., 2022). This study involves four variables: green tourism marketing, green trust, and green purchase intention. The aim of this research is to determine the influence of green tourism marketing on green trust to enhance green purchase intention.

Analysis Method

Partial Least Squares (PLS) is a common research method for estimating path models using latent constructs with multiple indicators. PLS operates in three stages: weight estimation, path estimation, and means and location parameters. The minimum sample size required is 100 samples (Supriyati, 2021). The goal of PLS is to determine whether there is a relationship between latent variables. This method uses two types of models to measure indicators: formative indicators and reflective indicators. The reflective model indicates that the indicators function as measurements containing errors related to the latent variable. Meanwhile, the formative model describes the causal relationship from the indicators to the latent variable. Therefore, in the formative model, the relationships between indicators are correlated (Irwan et al., 2015). According to Rahadi (2023) the SEM PLS analysis procedure is divided into five steps: 1) specify the model, 2) identify the model, 3) estimate the model, 4) test the model fit, dan 5) manipulate the model.

Research Model

Figure 2 Research Model
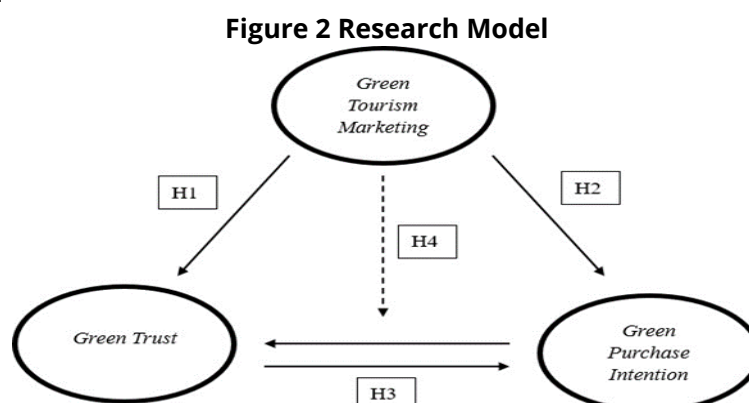
Data Sources

In collecting data sources, the researcher gathers data in the form of primary and secondary data. Primary data sources are research sources obtained directly from the original source without intermediaries. These sources can be individuals or groups. Primary data is collected through interviews, questionnaires, and direct observations. In this case, primary data is obtained through questionnaires filled out by visitors to the Ir. H. Djuanda Grand Forest Park and interviews with the park's management. Secondary data sources are data obtained indirectly or through intermediaries. This data is collected from literature or other reference materials.

RESULTS

Respondent Characteristics

Based on the data collected by the researcher, information regarding the characteristics of the respondents was obtained. The respondent characteristics analyzed in this study include age, gender, and highest level of education. Below are the details of the respondent characteristics in this study.

Table 1 Respondent Characteristics

Characteristics		Frequency	Percentage
Age	< 25 years	38	29.2%
	26 – 35 years	64	49.2%
	36 - 45 years	26	20.0%
	46 - 55 years	2	1.5%
	Total	**130**	**100.0%**
Gender	Men	33	25.4%
	Women	97	74.6%
	Total	**130**	**100.0%**
Last Education	High school equivalent	26	20.0%
	Diploma	30	23.1%
	Bachelor	61	46.9%
	Postgraduate	13	10.0%
	Total	**130**	**100.0%**

Source: Data Processing Results, 2024

Based on the table above, it can be seen that out of 130 respondents in this study, the majority are aged between 26-35 years, accounting for 49.2%. Most respondents are female, making up 75.6% of the sample. Meanwhile, the highest level of education for most respondents is a bachelor's degree, representing 46.9%.

This study uses data analysis with the Partial Least Square (PLS) method. The software used is SmartPLS version 4. PLS is used to explain the structure of the variability in the data (Andini & Surya, 2020). The outer model is used to measure the outer part or measurement model. The test on the outer model aims to classify the relationship between latent variables and their indicators, using the PLS Algorithm procedure. The outer model is measured using validity and reliability tests. For the reliability test, Cronbach's Alpha is used, with a minimum value of 0.7, while the ideal value is 0.8 or 0.9.

Figure 2 Outer Model
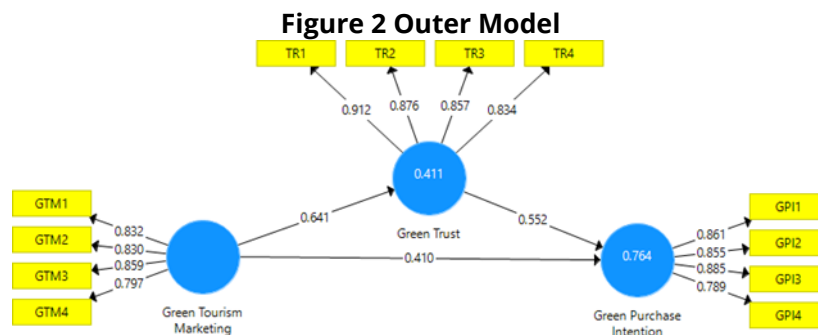
Convergence and AVE Validity Test
Table 2 Outer Loading Values

	Green Purchase Intention	Green Tourism Marketing	Green Trust
GPI1	0,861		
GPI2	0,855		
GPI3	0,885		
GPI4	0,789		
GTM1		0,832	
GTM2		0,830	
GTM3		0,859	
GTM4		0,797	
TR1			0,912
TR2			0,876
TR3			0,857
TR4			0,834

Table 3 Average Variance Extracted Test Results

	Average Variance Extracted (AVE)
Green Purchase Intention	0,720
Green Tourism Marketing	0,688
Green Trust	0,757

Based on the data in Table 3 it can be seen that each indicator in the research variables has an outer loading value >0.7. The minimum outer loading value is 0.7 or 0.6 in exploratory research. The standard measure for the validity test is an outer loading value >0.7 and an AVE value >0.5. The validity test results for several research variables are presented in Table 4.2, as explained below:

1. Green Purchase Intention Indicators: Consist of GPI1, GPI2, GPI3, and GPI4. The outer loading values for all these indicators are greater than 0.7. Based on these results, it shows that all indicators of green purchase intention are valid. The AVE value for the green purchase intention variable is 0.720, which is greater than 0.5. This means that all indicators are able to explain the latent variable of green purchase intention.

2. Green Trust Indicators: Consist of TR1, TR2, TR3, and TR4. The outer loading values for all these indicators are greater than 0.7. Based on these results, it shows that all indicators of green trust are valid. The AVE value for the green trust variable is 0.757, which is greater than 0.5. This means that all indicators are able to explain the latent variable of green trust.

3. Green Tourism Marketing Indicators: Consist of GTM1, GTM2, GTM3, and GTM4. The outer loading values for all these indicators are greater than 0.7. Based on these results, it shows that all indicators of green tourism marketing are valid. The AVE value for the green tourism marketing variable is 0.688, which is greater than 0.5. This means that all indicators are able to explain the latent variable of green tourism marketing.

Discriminant Validity

This section assesses whether the construct variables have sufficient discriminant validity. One method used is comparing the target construct's loading value with other construct values. The data is analyzed using the Fornell-Larcker criterion table.

Tabel 4 Discriminant Validity

	Green Purchase Intention	Green Tourism Marketing	Green Trust
Green Purchase Intention	**0,848**		
Green Tourism Marketing	0,764	**0,830**	
Green Trust	0,815	0,641	**0,870**

The data in the table show that the diagonal value of each variable is greater than the values of the other variables. This indicates that each variable effectively represents its latent variable, thus demonstrating the validity of the discriminant test.

Reliability Test

According to Pratama (2021) a reliability test indicates that a questionnaire used by a researcher is reliable if the Cronbach's Alpha value is greater than 0.7 (>0.7). If the Cronbach's Alpha is less than 0.7 (<0.7), it is considered unreliable or inconsistent.

Tabel 5 Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Green Purchase Intention	0,870	0,872	0,911	0,720
Green Tourism Marketing	0,849	0,850	0,898	0,688
Green Trust	0,893	0,895	0,926	0,757

The table shows that the diagonal values for each variable are higher than those of other variables, indicating that each variable forms a distinct latent variable. Additionally, the table confirms that all construct variables have a Cronbach's alpha value above 0.7 and composite reliability above 0.8, meaning that the questionnaire used is reliable and the obtained data is consistent.

Coefficient of Determination Test

In determination testing, an R^2 value of 1 indicates a very strong relationship between concentration and absorbance. The coefficient of determination is considered acceptable if its value approaches one (≈ 1) (Sugito & Marliyana, 2021). Here are the results of value processing R2.

Table 6 R-Square Test

	R Square	R Square Adjusted
Green Purchase Intention	0,764	0,760
Green Trust	0,411	0,406

The R² value for Green Trust is 0.411, indicating a moderate prediction accuracy, while the R² value for Green Purchase Intention is 0.764, indicating high prediction accuracy.

Goodness of Fit Index/Model Fit

To validate the overall structural model, the Goodness of Fit (GoF) index is used. The GoF index is a single measure that assesses the combined performance of both the measurement and structural models. The predictive relevance score is 0.861 (86.1%), which is considered high.

Hypothesis Testing

Figure 3 Hypothesis Testing
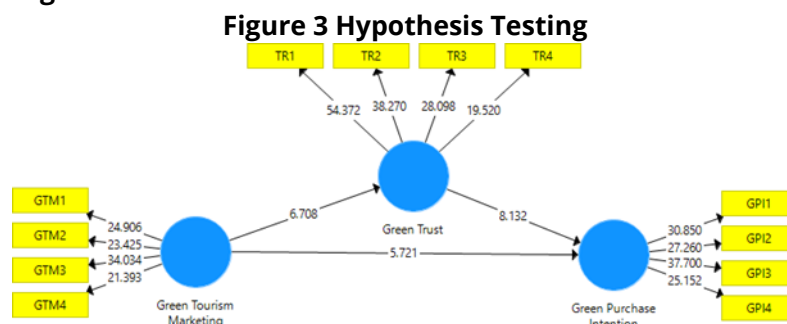
Table 7 Coefficient Testing And Direct Influence Testing Of Structural Models

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Green Tourism Marketing Green Purchase Intention	0,410	0,407	0,072	5,721	**0,000**
Green Tourism Marketing Green Trust	0,641	0,646	0,096	6,708	**0,000**
Green Trust Green Purchase Intention	0,552	0,555	0,068	8,132	**0,000**

Based on the Path Coefficients analysis, which examines direct effects, the following conclusions can be drawn:

1. Green Tourism Marketing ➜ Green with an original sample value of 0,641 (positif) and a P-value of 0.000, making it significant. This confirms that the first hypothesis (H1) is accepted.
2. Green Tourism Marketing ➜ Green Purchase Intention also has a positive influence on Green Purchase Intention, with an original sample value of 0.410 and a P-value of 0.000. supporting the acceptance of the second hypothesis (H2).
3. Green Trust ➜ Green Purchase Intention has a positive impact on Green Purchase Intention, with an original sample value of 0.552 and a p-value of 0.000, confirming the third hypothesis (H3).

Table 8 Coefficient Testing and Indirect Effect Testing of Structural Models (Indirect Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Green Tourism Marketing ☐ Green Trust ☐ Green Purchase Intention	0,354	0,358	0,071	4,987	0,000

Based on the data of the table, it can be concluded that:

4. The indirect effect of the Green Tourism Marketing ➔ Green Trust ➔ Green Purchase Intention variable with an original sample value of 0.354 and a p-value of 0.000, so the effect is significant. This confirms the acceptance of the fourth hypothesis (H4).

DISCUSSION

Green Tourism Marketing Has A Significant Influence On Green Trust

The study results indicate that green tourism marketing has a significant effect on green trust, with an original sample value of 0.641 and a p-value of 0.000 (<0.05), confirming its significance. This suggests that marketing strategies emphasizing environmentally friendly practices significantly impact visitors' trust. According to Prabawa (2017) several components of green tourism marketing contribute to visitor trust: (1) prioritizing conservation and improving environmental quality to ensure health and ecosystem sustainability, (2) strengthening the local economy by supporting local businesses and economic continuity, (3) appreciating cultural diversity and ensuring the sustainability of local culture, and (4) enhancing visitor experiences.

Green Tourism Marketing Has A Significant Influence On Green Purchase Intention

The study also finds that green tourism marketing significantly affects green purchase intention, with an original sample value of 0.410 and a p-value of 0.000 (<0.05), confirming its significance. This implies that the marketing strategies implemented by Taman Hutan Raya Ir. H. Djuanda influence consumer or visitor interest in visiting. According to Febriani (2019) factors that affect consumer purchase or visit intentions include ensuring that the product or destination is safe for others and environmentally sustainable. In this case, Taman Hutan Raya Ir. H. Djuanda prioritizes environmental preservation by maintaining sustainable development that protects the habitat of the flora and fauna in the area.

Green Trust Has A Significant Influence On Green Purchase Intention

The analysis results show that green trust significantly influences green purchase intention, with an original sample value of 0.552 and a p-value of 0.000 (<0.05), confirming its significance. This means that visitor trust in Taman Hutan Raya Ir. H. Djuanda impacts their intention to visit. According to research by (Hatri Wahyumar, 2023) green trust has a direct and positive relationship with green purchase intention. If green trust increases, green purchase intention will also increase.

Green Tourism Marketing Significantly Influences Green Purchase Intention Through Green Trust

The analysis further reveals that green tourism marketing significantly impacts green purchase intention and that green trust mediates this relationship. The study results show an original sample value of 0.354 and a p-value of 0.000 (<0.05), confirming its significance. According to Febriani (2019) marketing strategies that emphasize environmental sustainability significantly influence consumer visit intentions, which are further supported by visitors' trust in the product. In this case, the marketing strategies implemented by Taman Hutan Raya Ir. H. Djuanda affect consumer visit intentions, driven by their trust in the destination.

CONCLUSION

Based on the research findings and data analysis using outer model tests, inner model tests, and hypothesis testing through SmartPLS, the following conclusions can be drawn:
1. green tourism marketing significantly influences green trust.;
2. green tourism marketing significantly influences green purchase intention.;
3. green trust significantly influences green purchase intention; and
4. green tourism marketing significantly influences green purchase intention through green trust.

RECOMMENDATIONS

Future research on the impact of green tourism marketing on green trust and green purchase intention can be expanded by incorporating moderating or mediating variables such as environmental awareness or social influence to enrich the analysis of variable relationships. Additionally, the sample coverage can be extended to other ecotourism destinations beyond Bandung to enhance the generalizability of the results. The green trust variable can also be explored further by including aspects of environmental information transparency from tourism destinations for a more comprehensive understanding. To improve analysis quality, additional tests such as factor analysis can be conducted to explore the data structure in greater depth. This study also offers practical recommendations for destination managers on implementing effective environmental marketing strategies. Lastly, a longitudinal approach can be considered to observe changes in green trust and green purchase intention over time, providing deeper insights into consumer behavior dynamics in ecotourism.

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